

LEO BURNETT COMPANY, Inc.

Ad No. 204 Reg. No. 42275 1 Pak - 80 mg. "tar," 0.9 mg. "nicotine" - Trade Promotions, 1973  
Manufactured by Philip Morris Inc.

## IT WORKS JUST LIKE A CIGARETTE HOLDER WORKS.

The Parliament cigarette has its own holder.  
Like all cigarette holders, ours

does more than just look fashionable:

It has a sturdy outer shell. Tough  
enough to bite on.

Inside, there's our recessed filter.  
It's tucked back, away from your lips.

So you never taste filter. Just good,  
clean Parliament flavor.

The Parliament cigarette holder.

It works.

King Size and Charcoal 100's.

